

Networking event with Reverse Brainstorming

22 October 2024

Objective:

To create a stimulating environment where participants can **connect and collaborate** to identify and solve common challenges in the **agri-food sector** using the **Reverse Brainstorming method**.

PARMA 14:35

 Pagani Congressi

Via Toscana, 5/a 43121

15:35

EVENT FORMAT

1. Introduction and Group Formation:

A brief presentation on the Reverse Brainstorming method, followed by the formation of working groups based on common interests or specific sectors.

2. Reverse Brainstorming Sessions:

The groups work together to identify specific industry problems and generate innovative ideas, reversing the typical brainstorming process to focus on creative and unconventional solutions.

3. Presentation of Ideas

Each group presents their ideas and solutions, with a collective discussion to further explore the proposals.

4. Networking and Collaboration

Dedicated networking moments, allowing participants to deepen connections and discuss potential future collaborations.

Thematic tables

1. Many consumers are still ignoring the plant-based foods, how to make the new products more appealing?
2. Venture capital is often worried when in 2-3 years a startup is not getting ready for the market, how to successfully deal with them?